



Commercial Lab and Digital Technology Conference 2022:
Friday April 8, 2022, 1:00pm to 8:00 pm
Saturday, April 9, 2022, 9:00am to 2:00 pm

To Our valued Exhibitors, Advertisers & Sponsors:

The Board of Directors of the Dental Industry Association of Canada is pleased to welcome you to a live Technorama 2022! Our physical presence this year is at a “new” but old location the Delta Toronto Airport Hotel and Conference Centre. Many of you may remember that prior to the Hilton in Markham, Technorama was hosted at the (Skyline, Doubletree) Delta in Etobicoke.

The exhibit hall is live and in person. Come meet and greet colleagues, explore new products, renew acquaintances. COVID-19 protocols will be in place and updated on a regular basis. Please check the website for updates, and just prior to the show the final COVID 19 protocols will be communicated to all exhibitors and delegates.

Seminars will be presented live but we have limited space, so book your seminar and speakers early. We had such a great response to the online seminars last year that we are offering seminar sponsors the opportunity to pre-record your seminar and we will add these to the DiAC website for delegate viewing after the live show ends.

Top reasons why your company MUST be part of this premier Canadian industry event:

1. **INCREASED AUDIENCE:** With live exhibitor demonstrations and live access to the seminars, we expect high participation at the event. Last year our virtual seminar offerings had 200 to 300 delegates attending each seminar. We will be advertising and promoting our event coast to coast, from British Columbia to Newfoundland, and expect to have delegates attending from across the country. Having the option of pre-recording the seminars for viewing after the live show gives sponsors greater reach to those not able to travel and attend.
2. **BROADER REACH:** Our focus continues to be the commercial dental laboratory space but as technology in both the lab and dental office is growing in importance, we are expanding our reach to include digital dental technology and its application/integrated workflows in the dental office as well as in the lab.

3. **NEW BREAKOUT ROOMS:** New this year we have available two large breakout rooms (58'L x44'W x 13.10'H) available for exhibitors to showcase equipment, offer live demonstrations and in-room learning away from the noise and bustle of the main exhibit hall. There are only two breakout rooms available, and those who purchase them will also receive a complimentary booth in the main exhibit hall and 1 free seminar to be added to the program.
4. **NATIONAL EVENT MARKETING:** We will be aggressively marketing to all provinces and territories - targeting denturists, dental technicians and dentists, through virtual and print magazines, e-blasts and direct advertising through provincial associations of denturists, dental technicians, and dentists.
5. **OPTIONAL - TWO (2) MONTHS OF ONLINE SEMINAR ACCESS/MARKETING:** If you choose to pre-record your seminar as well as deliver the session live, your taped seminar content will be available for 2 months from date of live delivery to all delegates. Exposure to your products and services does not end when the live show is over.
6. **EXHIBITOR SUPPORT.** Our team, with the assistance of Wright Display and the Delta Hotel Staff will be available to assist you with all your logistical and technical needs.

General Contact Information:

Rhonda Lawson, Executive Director - rhondalawson@diac.ca,
Heather Plewes, Membership & Communications - heather@diac.ca
John Thompson - Wright Display - john@wrightdisplay.com

Conference Schedule:

Thursday April 7, 2022 - 9:00 am - 5:00 pm Wright Display/Booth set up

Friday April 8, 2022 - 8:00 am - 12:00 pm Exhibitor Registration & Booth set up

Friday April 8, 2022 - 1:00 pm – 5:00 p.m. and 6:00 pm - 8:00 pm - Exhibit Hall open

Friday April 8, 2022 - 5:00 pm - 6:00 pm - Keynote Address

Friday April 8, 2022 - 2:00 pm - 5:00 pm and 6:00 pm to 8:00 pm - Concurrent Live Seminars

Trade Show Floor & Seminars Close @ 8:00 pm

Friday April 8, 2022 - 8:00 pm - 9:00 pm - Complimentary Reception



Saturday April 9, 2022 - 9:00 am to 2:00 pm - Exhibit Hall open

Saturday April 9, 2022 - 9:00 am to 1:00 pm - Concurrent Live Seminars

Application and Eligibility:

Application for booth space, seminar enrolment and sponsorship opportunities must be made online via the DIAC website (www.diac.wildapricot.org), must contain the information requested and be executed by an individual who has authority to contractually bind and act for the exhibitor. This exhibition is designed for a live booth display and demonstration of products and services relating to the commercial dental lab practice and digital technology in dentistry and the professional and commercial education of those individuals attending.

Each exhibitor/seminar sponsor/show sponsor acknowledges and agrees that DIAC will not be responsible for any damages, losses, costs, expenses, or contractual liabilities incurred by the exhibitor prior to receipt of the final notice of acceptance of the seminar and exhibit space.

DIAC will determine the eligibility of any company, product, or service (as per our Inclusion Policy on our website: www.diac.wildapricot.org) DIAC may elect to decline the application of any company whose display of goods or services is not compatible, in the sole opinion of DIAC, with the educational character and objectives of the exhibition.

Businesses participating in and products being sold at the show **must** comply with all Health Canada requirements including the requirements to have a valid Medical Device Establishment Licence and valid Medical Device Licencing for Class II-IV as required. Exhibitors must adhere to their licence obligations. Unlicensed Class II, III and IV medical devices are prohibited from being displayed and/or sold at Technorama.

In the event an application is not accepted, any paid exhibitor/seminar/sponsorship fees will be returned within 30 days of the cancellation of the application.

To be eligible for DiAC member pricing your company must be a member in good standing with the Association, which means all outstanding membership fees and/or charges must have been paid in full prior to October 31, 2021.

Exhibitor Booths:

The Delta Plaza Ballroom ABC will be the main exhibit floor space.

Booth size is 10 x 10.

Aisles between booths will be 12 feet wide to allow for social distancing and easy flow of delegates without crowding. There will be 67 booths available in the main exhibit hall. An additional 15 overflow booths will be positioned in the Plaza Ballroom Foyer if required. Booth locations will be assigned by DiAC.

Booths will be assigned based on historical and continued support of the show, date of receipt of the order and payment of booth orders. A booth space will not be considered secured unless payment accompanies the order. Booth price includes electrical, one table and two chairs.

Exhibitors will be required to have on hand masks for representatives, sanitizing wipes and sprays. Surfaces should be cleaned and sanitized regularly during the two days.

No food or drinks can be consumed in the booths. An area will be set up in the foyer with tables and chairs for the consumption of food and drink.

Any edible “giveaways” like cookies etc. must be individually wrapped.

Company & Booth Representatives:

Company and booth representatives must be registered on the DiAC event site in advance of attending the conference.

Representatives must be fully vaccinated and show proof of vaccination with ID when picking up their show registration badges on set up day and conference days.

Representatives will be restricted to a maximum of 2 persons present in the booth at any time to allow for proper social distancing and adherence to current COVID 19 safety protocols at the time of preparing this prospectus. If you buy two booths you can have 4 persons etc. We will be monitoring Ontario public health guidance and updating these protocols as required.

MASKS MUST BE WORN AT ALL TIMES WHILE IN ATTENDANCE AT THE CONFERENCE AND INSIDE THE DELTA HOTEL, EXCEPT WHEN SEATED IN A DESIGNATED EATING/DRINKING AREA.

Pricing of Booths for 2022:

- DIAC Member Exhibitor: \$2,500 plus HST (Includes electrical)
- DIAC Guest Exhibitor: \$3,200 plus HST (Includes electrical)

NEW!!! 2022 Breakout Rooms

Technorama 2022 is all about showcasing your new and existing products.

New this year we have added two large breakout rooms 58 L'x 44'W x 13.10'H for exhibitors to showcase their products, perform live demonstrations, offer hands-on learning experiences, engage in learning and connect directly with delegates.

Included in the price of the breakout room is one free booth on the main exhibit floor and one free scheduled seminar.

Please be aware that break out room exhibitors will be required to have a presence on the main exhibit floor. Additional seminars will be at the regular member/non-member pricing and will be in the assigned seminar rooms.

- Cost for a breakout room: \$20,000.00 per room. (2 available)

Seminars 2022

As in past years, exhibitors have the opportunity to sponsor seminars/speakers. There will be **21** seminar slots over the two-day period. You must have a booth or breakout room at the conference to be eligible to sponsor a seminar,

Seminars will run concurrently in the Toronto, Montreal, Hamilton, Windsor and Ottawa rooms at the hotel.

For those who have purchased one of the two breakout rooms, one free seminar will be included in the main seminar program and the seminar can run in your breakout room. Additional seminars for those who purchase a breakout room will be at the member/non-member price and be part of the program schedule in the assigned room.

NEW!!! Optional Taped Seminars:

DiAC's Technorama 2021 virtual conference was an overwhelming success, reaching many delegates outside of southern Ontario. Large participation at seminars - 150 - 300 persons was the average for each seminar.



For the 2022 conference, seminar sponsors will have the opportunity to pre-record your seminars **in addition** to having the same speaker live at the event. The pre-record seminar content will be showcased on the DiAC website for a two-month period following the closing date of the live show.

This is a great opportunity to reach those who cannot attend in person. If your company is interested in this option, please advise and we will arrange to host your seminar on the DiAC learning management system.

Seminars must be taped in MP4 format and submitted to DiAC at least 2 weeks in advance of the live seminar dates. Seminars will not be available online until after the live show closes.

There is no additional cost for seminar sponsors to have their seminars posted on the DiAC website.

Here's what you need to do for your seminars:

Seminar sponsors are responsible for submitting:

- the title of their event,
- the name, picture, and bio of the speaker
- a general description of the content of the event

Deadline for seminar details is Feb 11th, 2022, for inclusion in the print program.

Sponsors will work with DiAC to ensure that the technology and content works. AV will be provided for each of the five seminar rooms and 2 breakout rooms.

Each exhibitor is responsible for rating the course and providing conference organizers the number of CE credits applicable for their seminar for inclusion in the program. CE Credits will be assigned to the delegates based on their live attendance.

Seminar sponsors are responsible for ensuring that all participants of their seminar receive a certificate for CE credits for their respective colleges.

Seminars will not be held during the Keynote Address scheduled for 5:00 pm on Friday April 8th.

Seminar Pricing:

DIAC Members: \$900.00 per seminar + HST

Non-Members: \$1000.00 per seminar + HST

Seminar content sponsored by exhibitors must be paid for in advance and receive prior written approval of the DIAC to ensure there is no duplication of content or conflicting content.

No exhibitor entertainment may be scheduled to conflict with the DIAC official seminar program hours, keynote speaker, activity hours or exhibit hours.

Sponsorship Opportunities 2022:

There are numerous opportunities to showcase your company's brand, products, and programs and at the same time support Technorama 2022 and your industry association. All sponsors will be featured in our sponsors panels, in the program, on the DiAC website and on social media.

Keynote Address: \$1000 (Exclusive)

This year we are reserving the 5:00 pm Friday April 8 time slot for a keynote address to the delegates and exhibitors. This speaker will be a recognized contributor to the dental lab and technology industry and the topic will be relevant to the industry.

Your logo and corporate information will be displayed prominently in the marketing materials and in the auditorium as the sponsor of the address.

Friday Reception: \$1500 per sponsor (Multiple)

Your company logo will be prominently displayed around the reception area on Friday April 8 and in the program as a sponsor of this event and on the DiAC Technorama page on the website.

Saturday Exhibitor & Delegate Breakfast: \$1000 per sponsor (Multiple)

Your company logo will be prominently displayed around the foyer area on Friday April 8 and in the program as a sponsor of this event and on the DiAC Technorama page on website.



Wine & Beer Drink Ticket Sponsor: \$750.00 (Multiple)

Companies can purchase tickets for distribution to delegates with your logo prominently displayed on the ticket. Tickets are for 1 glass of wine or beer. Please distribute these tickets in a responsible manner. A deck of 50 Tickets for \$750.00

Flyer Inserts in Bags: \$1000.00 (Exclusive)

Do you want to insert a company catalogue or flyer into the delegate bags ensuring every delegate receives your literature?

Swag Bag Stuffers - Pens:

In-kind donation of your branded company pens for inclusion in the bags **(1 only)**

Swag Bag Stuffers - Notepads:

In-kind donation of your branded notepads for inclusion in delegate bags **(1 only)**

Conference WIFI - \$7000.00 (Exclusive)

Ensure everyone is beholden to your company for offering free wifi access to the outside world while attending the conference. Showcase your connected products and processes and your team has access to resources while at the show. As the exclusive sponsor of connectivity at the conference, your company will have the acknowledgement and gratitude of all participating.

Mobile Phone Charging Stations - \$1000.00 each (4 Stations Available)

We are a high-tech digital show and as such need to ensure our technology is working well. Phone Charging stations will be set up around the trade show floor for delegates and exhibitors use. Ensure your company is recognized by everyone in need of access to phone charging. The kiosks will be skinned with your logo and company information.

Floor Decals - Bundle of 10 for \$300.00 (Multiple)

Help us social distance and at the same time get your company name and logo underfoot. You can even have QR codes printed on the decal. You can sponsor small vinyl decals that help us keep your distance and be safe while attending the show. Decals will be printed and installed by Wright Display on behalf of DIAC.



Directional Signs - \$500.00 (Multiple)

This year we are spreading out with rooms all over the hotel. To assist delegates in locating your company breakout room, seminar room or booth on the trade show floor, we are setting up directional signage to make things easier and help everyone easily navigate the best lab and digital show in Canada.

Table Sponsors - \$1500.00 (Multiple)

Thanks to COVID we are now required to sit at a table to eat and drink at our reception on Friday evening. Make it a memorable event. Invite people to sit with you at your table and have your logo prominently displayed on your sponsored table.

(Regulations subject to change due to Public Health COVID requirements)

Program Book Advertising 2022

We are live and back to the production of printed programs for the 2022 show. This is your opportunity to advertise in the program book and have your company and brand displayed prominently in the program in every delegate's bag.

Advertising rates for 2022:

Outside Back Cover	\$3000.00
Inside Front Cover	\$2500.00
Inside Back Cover	\$2500.00
Full Page	\$2000.00
1/2 Page	\$1000.00
1/3 Page	\$ 700.00

All advertising artwork must be prepared and submitted in high quality file format suitable for printing.

**Deadline for program book purchase and submission of artwork for advertising is
February 11, 2022.**

Payment Procedures

All exhibitors must go online to the DiAC website www.diac.wildapricot.org to the events page/store to select your options for 2022. Those who have credit on file as a result of the cancellation of Technorama 2020 will receive confirmation of amounts owed or owing once the registration for 2022 has been completed.

Non-member exhibitors who do not have credit on file will be required to pay at time of your on-line order/registration. Fees are payable by credit card in Canadian funds through the DIAC on line store on the website www.diac.wildapricot.org

For DiAC Members, cheques will be accepted in Canadian funds mailed to:

**DIAC,
Suite 403
5575 North Service Road
Burlington, Ontario
Canada L7L 6M1**

Applications for product will not be processed nor space assigned without completing in full the order form on the DiAC website and providing **payment in full**.

All payments must be received by January 31, 2022, or orders will be cancelled and those on the waiting list will be offered booths.

Assignment of Booth Space

We have a limited number of booths. Space will be assigned giving priority to companies who are 2022 Principal sponsors or have provided sponsorship for the 2022 show. Booths will then be assigned to those Companies who have pre-paid for space. After the prepaid spaces are assigned, booth space will be assigned on a first-come-first-served basis - and/or according to the date on which the contract and payment are received.

An order without payment will not be processed until payment is received.



Exhibition Personnel Registration

2 badges per 10 x 10 exhibitor space will be issued and representatives must be pre-registered before January 31, 2022. Personnel registration begins December 2, 2021, and each exhibiting company will receive 2 complimentary exhibit booth “box lunches” for Friday April 8, 2022, set up day.

All employees staffing the booth must be pre-registered and wear admittance badges to work the booth. Proof of vaccination and accompanying ID must be presented when representatives arrive at the show. Wristbands will be provided to allow easy egress and access to the rooms.

Additional exhibitor employees above the 2 issued will be charged an additional \$50.00 per person.

Exhibitor Badges can be picked up at the registration desk along with COVID 19 proof and wristbands on Friday April 8, in the morning.

Exhibitors Block of Rooms

DiAC has secured a block of rooms for our exhibitors and their employees for a reduced rate of \$169.00 per room. Rooms are available Thursday April 7 and Friday April 8, 2022. Please ensure your representatives advise the hotel you are with Technorama 2022 when booking. Rooms are available on a first-come-first-served basis.

COVID 19 Protocols:

All exhibitors, delegates, set up crew, sales, marketing and service employees who will attend or need access to the conference must follow the Delta Toronto Airport Hotel & Conference Centre protocols for COVID 19. A copy will be sent with this prospectus to all registered exhibitors for distribution to their employees and service providers.

All in attendance must show proof of full vaccination.

All must have valid identification with a picture.

Masks must be worn at all times while inside the Delta Hotel.



Contact information is to be provided for contact tracing.

You must be seated to eat and drink at the event.

Hand Hygiene stations will be provided at the doors to the exhibit halls. Please sanitize before entering.

Distribution of bags and printed materials is allowed.

Please see the full requirements of the hotel and inform your staff accordingly.

Code of Conduct and Professional Ethics

The Dental Industry Association of Canada is committed to maintaining an environment that encourages respect for the dignity of each individual. Discrimination, violence and/or harassment in any form, whether verbal, physical or environmental, which is directed toward a person's sex, gender and gender identity, race, age, marital status, disability, religion, national origin, sexual orientation, same-sex partnership status, or any other classification protected by law is prohibited. DiAC considers violation of this policy a serious offence that will lead to penalties, which may include loss of privileges to exhibit at future DiAC events.

All exhibitors are required to conduct themselves within full compliance of all federal, provincial and municipal laws and within full compliance of the Canadian Health Protection Branch, Workplace Hazardous Materials Information Systems and manufacturers' regulations, specifications and warranties related to the sale and distribution of health/dental care products at Technorama. Exhibitors selling outdated, distressed, incomplete or repackaged products regulated by Health Canada's Health Products and Food Branch, Therapeutic Products Directorate, Medical Devices Bureau may lose their right to exhibit at future Technorama shows.

Exhibitors must not exhibit and/or display such products or services that would constitute the promotion of a product known to be hazardous to health.

All Exhibitors are expected to operate in a fair, respectful manner towards fellow exhibitors and the Dental Industry Association. Interference with, sabotage of, disparagement, or slanderous comments or literature is strictly prohibited.

Terms of Show Attendance

All exhibits submitted for display at Technorama 2022 are subject to review.

To be eligible for DIAC Membership discounts, your company must be a member in good standing with DIAC and have paid all required membership fees by October 31, 2021 and show fees by February 1, 2022. Non-Member companies are required to pay fees at time of registration.

DIAC is under no obligation to extend application privileges to any company regardless of whether or not said company has exhibited previously.

All products and services exhibited must be germane to, effective and useful in the commercial lab practice or dental technology products.

Health Canada: In Canada certain medical devices, Class II, III IV are products that fall under Health Canada Licencing requirements. Exhibitors must be able to provide on request, proof of their Health Canada Medical Device licences as required and if selling medical devices all classes, proof of your Medical Device Establishment Licence. Un-licenced Class II, III, IV products are prohibited from being sold at the show. All exhibitors should have a medical device establishment licence as required.

An exhibitor may display products that are in the process of being licenced in Canada or that do not require licencing. Product display or sales that may infringe on the registered trademark, copyright, or patent of another company are prohibited.

Exhibitors must adhere to the number of representatives assigned in the contract.

Exhibitors must keep their exhibit open and properly staffed during the specified hours and shall not close or remove exhibit collateral until the conclusion of the conference.

Exhibits must not be deceptive or misleading, and as a general rule, distributors should be authorized by the manufacturers to sell and distribute their products.

Books and electronic media related to the commercial lab practice or dental technology products or of interest to denturists, dental technicians and dentists and their families are eligible for exhibition

Distribution of materials or samples: Only bona fide exhibitors may distribute advertising materials at the show and only at the exhibitor booths.



Promotions that simulate editorial content must be clearly identified as advertising. And the word 'advertising' must be prominently displayed.

The advertisement/display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in the exhibitor contract is prohibited.

An exhibitor may not assign, sublet, or apportion all or any part of the contract booth, nor may an exhibitor permit the display, promotion, sales or marketing of non-exhibitor products and services. Interviews, demonstration, and distribution of literature or samples must be made within the booth area assigned to the exhibitor.

Canvassing or distributing of advertising outside the exhibitor's own space will not be permitted unless the exhibitor has paid to be a sponsor and has DIAC's permission to do so.

Exhibitors are allowed to sell items provided that sales transactions be conducted only within the proximity of the exhibitor's own booth.

Exhibitors may not conduct research or surveys or publish any information gathered at Technorama 2022 conference without prior written consent from the DIAC.

Activities Outside of Booth Space: Exhibitors may only engage with attendees in the exhibit hall or the two breakout rooms. Exhibitors may promote their products by sponsoring and hosting a seminar.

Sales by Non-Exhibiting Companies: Solicitation by non-exhibitors is prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business at the conference. Violators of this prohibition will be banned.

Exhibitor-Sponsored Contests will not be allowed in the exhibitor booths.

Cancellation

DIAC reserves the right at its sole discretion to cancel any exhibit application or agreement at any time if the applicant has violated, or DIAC reasonably believes that the applicant will violate any of these exhibit rules and regulations or has engaged in or is engaging in any activity that reflects negatively on DIAC's image, goodwill, reputation or acceptance by its members or the public.



DIAC will not be liable for special, consequential or incidental damages, loss or expense, directly or indirectly arising from, or in connection with, the cancellation of this exhibit notwithstanding notice to DIAC of the possibility of such damages, loss or expense. DIAC's maximum liability will not exceed the rental payment made to DIAC by the exhibitor.

Refund Policy

All cancellations must be submitted in writing.

Cancellations not submitted in writing will not be honored.
Full refunds will only be issued if notice is received by January 8, 2022.

A 50% penalty of the cost of the total booth space, seminar, sponsorship and/or advertising contracted will be imposed with a written cancellation received between January 9 and February 7th, 2022.

No refunds will be given for cancellation requests received on or after Feb 7, 2022.

Force Majeure

Neither party shall be held responsible for delays or non-performance caused by activities or factors beyond its reasonable control, including without limitation, war, weather, pandemics, strikes, lockouts, fires, acts of God, terrorism cancellation of the event or any other activities or factors beyond its control that makes it inadvisable, impractical or impossible to hold the event, whether similar or dissimilar to any of the foregoing. If the event is cancelled through no malfeasance of the exhibitor, the exhibitor shall be entitled to a refund of any fees paid within a reasonable time period defined by DiAC.

Privacy

The information collected from exhibitors will be used by DiAC for the purpose of processing your payments for booth space, seminars and sponsorships and for no other purpose. DiAC is committed to holding member and guest personal information private.

Please refer to DiAC's privacy policy on our website: www.diac.wildapricot.org

Indemnification & Insurance

By purchasing an exhibitor space, seminar or sponsorship, exhibitors agree to indemnify, hold harmless and defend the Dental Industry Association of Canada, and each of their affiliates and subsidiaries, and each of their directors, members, officers, contractors, agents, employees, and representatives (each an “Indemnified Party”), from all claims, losses, liabilities, damages, actions, judgments, penalties, costs and expenses (including solicitor fees and costs) arising in, at, out of or in connection with the Exhibitor’s virtual exhibit or the design, maintenance, conduct, use, or operation of such exhibit or any part thereof, by Exhibitor of its officers, directors, employees, agents, contractors, representatives, invitees, agents or contractors. Such indemnification shall be effective regardless of any claim of negligence on the part of any Indemnified Party. This provision shall be construed to be incorporated into the Application.

Each party agrees to indemnify and hold harmless the other, its agents, and employees from and against all claims, liabilities, and expenses, including reasonable attorneys’ fees, arising from acts, omissions, or breach of this Agreement by the party or its agents or employees. The parties shall each maintain appropriate and sufficient insurance to cover their obligations under this Agreement.

By submitting an application and contract for exhibit space (application), the exhibitor agrees that any disputes arising or relating to exhibitor’s exhibition or application to exhibit at Technorama 2022 will be governed by and construed in accordance with the laws of the Province of Ontario, Canada without giving effect to any conflict of law provisions thereof.

All claims, actions, proceedings, and disputes arising out of the application, these rules and regulations or DIAC exhibiting standards shall be commenced exclusively in the provincial courts.



DENTAL INDUSTRY
ASSOCIATION OF CANADA
ASSOCIATION CANADIENNE
DE L'INDUSTRIE DENTAIRE